



USDA National Retail Report - Turkey

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 06/05 thru 06/11.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

Fri. Jun 05, 2015

NATIONAL SUMMARY

	THIS WEEK	LAST WEEK	LAST YEAR
Feature Rate ^{1/}	30.0% of 29,100 outlets	46.0% of 29,100 outlets	49.2% of 22,900 outlets
Special Rate ^{4/}	2.5%	4.9%	1.6%
Activity Index ^{2/}	12,084	17,473	16,630
3/	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg

WHOLE BIRDS:			
Fresh - Hens			
" - Toms			
Frozen - Hens	7 0.99		140 0.99
" - Toms	7 0.99		

PARTS:			
Breast:			
Bone-in, whole			
Fresh	5 2.99	31 1.99	
Frozen	491 1.61	1,992 1.67	340 1.47
Split, bone-in			
Fresh			
Rotisserie		226 6.17	580 7.66
Boneless, whole	69 5.19	46 5.10	200 5.73
Cutlets	667 5.18	1,206 5.17	570 4.68
Cutlets, thin sliced	188 4.99	50 5.26	180 4.99
Strips			
Tenders	118 4.78	9 4.39	280 4.23
Marinated Tenders	59 4.10	195 4.79	300 4.36
Drumsticks	125 2.59	112 2.30	140 2.34
Thighs	9 1.99	81 2.89	10 1.69
Wings	125 2.59	20 1.90	140 2.25
Necks	14 1.69		10 1.69
Smoked Drumsticks	17 2.49	17 2.49	130 2.71
Smoked Wings	17 2.49	37 2.33	90 2.19
Smoked Necks	17 2.49	37 2.22	110 2.24

GROUND TURKEY:	8,214	3.79	10,468	3.44	11,150	3.07
Patties	209	4.24	735	3.21	770	3.58
Sausage	659	3.59	496	3.94	1,220	3.21
85% lean	1,833	2.96	3,456	3.27	4,460	2.55
93% lean	2,827	3.39	5,256	3.39	3,890	3.23
Breast	2,686	4.79	525	4.93	810	4.74
Rolls (frsh/frz 1 lb.)	175	2.46	296	2.87	640	2.68

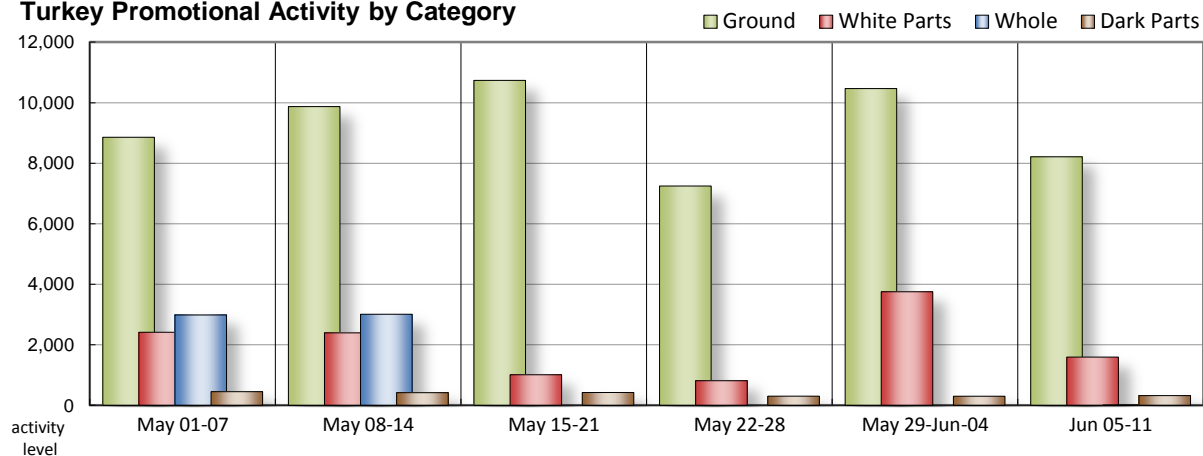
Specialty ^{5/}				
Patties	369	4.99	574	5.40
93-94% lean	511	4.30	2,069	4.78
Breast	880	6.23	7	6.99
			1,000	6.35

Note: rolls & specialty not included in ground turkey total and weighted average.

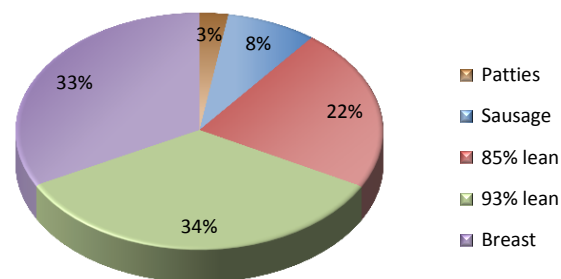
This Week's Turkey Feature Highlights

This week, turkey retail feature activity decreases. Whole bird offerings are almost non-existent. Bone-in breasts are seen less often; you will pay slightly less for frozen. Rotisserie breasts fade from circular space. Offerings of white parts decline. Values are lower for thin sliced cutlets with the remainder of white items trending higher. Dark part viewings increase slightly due to a larger volume of fresh drums and wings being offered; values for both are higher. Grind activity decreases with 93% lean seen most often, closely followed by ground breast meat. Average prices are lower for sausage, 85% lean, ground breast meat and rolls, unchanged for 93% lean and higher for patties. Deli activity increases due to more retailers featuring self-service items. Self-service private label 7-10 ounce packaging size prices are lower, while processor brand values increase. Service deli prices are mixed.

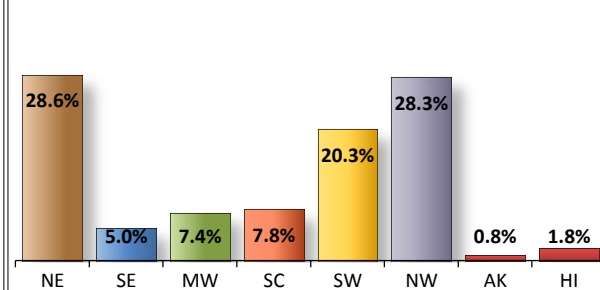
Turkey Promotional Activity by Category



Ground Turkey Featuring by Type



Relative Feature Activity by Region



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/ Feature Rate: the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/ Activity Index:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). **3/ Stores/Avg:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/ Special Rate:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.). **5/ Specialty:** products produced from birds raised on an all vegetable diet without antibiotics and minimally processed.



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Fri. Jun 05, 2015

	NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)			SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)			MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)		
Special Rate ^{4/}	52.3% of 5,500 sampled outlets			20.4% of 7,400 sampled outlets			19.7% of 6,100 sampled outlets		
Activity Index ^{2/}	0.0% of stores w/ no-price promotions			0.2% of stores w/ no-price promotions			5.3% of stores w/ no-price promotions		
	Activity Index = 4,873			Activity Index = 1,153			Activity Index = 1,139		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens							0.99	7	0.99
" - Toms							0.99	7	0.99
Frozen - Hens									
" - Toms									
PARTS:									
Breast:									
Bone-in, whole									
Fresh	2.99	5	2.99						
Frozen	0.99 - 1.79	76	1.41	0.99	45	0.99	1.39 - 1.99	81	1.61
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole	4.99 - 5.49	69	5.19						
Cutlets	4.99 - 5.99	570	5.16	4.99	35	4.99			
Cutlets, thin sliced	4.99	188	4.99						
Strips									
Tenders	4.99	34	4.99				4.99	10	4.99
Marinated Tenders	5.33	5	5.33						
Drumsticks	2.79	102	2.79	1.69	14	1.69	1.79	9	1.79
Thighs							1.99	9	1.99
Wings	2.79	102	2.79	1.69	14	1.69	1.79	9	1.79
Necks				1.69	14	1.69			
Smoked Drumsticks	2.49	17	2.49						
Smoked Wings	2.49	17	2.49						
Smoked Necks	2.49	17	2.49						
GROUND TURKEY:									
Patties	3.59 - 3.99	88	3.92	3.59	9	3.59	3.99	8	3.99
Sausage	3.19 - 3.99	266	3.59	2.59	12	2.59	3.19 - 4.69	139	3.37
85% lean	2.66 - 3.84	462	3.27	2.50 - 2.66	133	2.57	2.33 - 3.29	468	2.91
93% lean	2.99 - 3.84	1,339	3.24	3.29 - 3.99	190	3.67	2.95 - 3.99	303	3.42
Breast (99-100% lean)	4.16 - 5.49	1,214	4.95	3.99 - 5.49	278	4.10	4.16 - 5.49	36	4.66
Rolls (frsh/frz 1 lb.)	2.50	37	2.50				1.50 - 1.69	16	1.61
Specialty ^{5/}									
Patties	4.99	16	4.99	4.99	214	4.99	4.99	8	4.99
93-94% lean	3.99 - 4.00	148	4.00	3.98	195	3.98	4.79 - 4.99	29	4.85
Breast	6.79 - 6.99	101	6.87						



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Fri. Jun 05, 2015

	SOUTH CENTRAL U.S. (AR,CO,KS,LA,MO,NM,OK,TX)			SOUTHWEST U.S. (AZ,CA,NV,UT)			NORTHWEST U.S. (ID,MT,OR,WA,WY)		
Feature Rate ^{1/}	17.3% of 4,900 sampled outlets			40.0% of 3,800 sampled outlets			56.1% of 1,300 sampled outlets		
Special Rate ^{4/}	4.4% of stores w/ no-price promotions			4.5% of stores w/ no-price promotions			1.1% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 1,209			Activity Index = 2,274			Activity Index = 1,313		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens									
" - Toms									
Frozen - Hens									
" - Toms									
PARTS:									
Breast:									
Bone-in, whole									
Fresh									
Frozen	1.57 - 1.89	111	1.73	1.79	178	1.79			
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole									
Cutlets				5.45	62	5.45			
Cutlets, thin sliced									
Strips									
Tenders	3.98	12	3.98	4.79	62	4.79			
Marinated Tenders				3.99	26	3.99	3.99	28	3.99
Drumsticks									
Thighs									
Wings									
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties				3.99	41	3.99	4.99	61	4.99
Sausage	2.80 - 3.27	138	3.20	3.79	41	3.79	4.99	61	4.99
85% lean	2.33 - 2.99	165	2.51	2.75 - 3.19	491	2.96	3.00 - 3.19	114	3.02
93% lean	2.91 - 3.99	419	3.38	2.99 - 3.99	218	3.06	3.43 - 3.99	298	3.94
Breast (99-100% lean)	4.16	64	4.16	4.79 - 5.19	609	4.95	3.99 - 4.79	426	4.56
Rolls (frsh/frz 1 lb.)	1.99 - 2.79	58	2.62	2.50	48	2.50	2.50	16	2.50
Specialty ^{5/}									
Patties	4.99	121	4.99				4.99	10	4.99
93-94% lean	4.99	121	4.99	4.59	8	4.59	4.99	10	4.99
Breast				5.99 - 6.49	490	6.24	5.99	289	5.99



(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

	ALASKA (AK)			HAWAII (HI)		
Feature Rate ^{1/}	36.6% of 100 sampled outlets			75.2% of 100 sampled outlets		
Special Rate ^{4/}	0.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 38			Activity Index = 85		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:						
Fresh - Hens						
" - Toms						
Frozen - Hens						
" - Toms						
PARTS:						
Breast:						
Bone-in, whole						
Fresh						
Frozen						
Split, bone-in						
Fresh						
Rotisserie						
Boneless, whole						
Cutlets						
Cutlets, thin sliced						
Strips						
Tenders						
Marinated Tenders						
Drumsticks						
Thighs						
Wings						
Necks						
Smoked Drumsticks						
Smoked Wings						
Smoked Necks						
GROUND TURKEY:						
Patties	4.99	2	4.99			
Sausage	4.99	2	4.99			
85% lean						
93% lean	3.99	2	3.99	4.23 - 4.47	58	4.37
Breast (99-100% lean)	4.79 - 5.35	32	5.16	5.35	27	5.35
Rolls (frsh/frz 1 lb.)						
Specialty ^{5/}						
Patties						
93-94% lean						
Breast						



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Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 06/05 thru 06/11.

(prices in dollars per pound unless otherwise noted; does not reflect all poultry items available in the marketplace)

Fri. Jun 05, 2015

	NATIONAL SUMMARY						NORTHEAST U.S.			SOUTHEAST U.S.		
	This Week		Last Week		Last Year		(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)			(AL,FL,GA,MS,NC,SC,TN,VA,WV)		
Feature Rate ^{1/}	53.7% of 29,100 stores		50.7% of 29,100 stores		76.2% of 22,900 stores		74.5% of 5,500 sampled outlets			42.6% of 7,400 sampled outlets		
Activity Index 2/	35,411		31,217		55,940		Activity Index = 11,674			Activity Index = 4,986		
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Price Range (\$/pound)	Summary Stores	Summary Wtd Avg	Price Range (\$/pound)	Summary Stores	Summary Wtd Avg
SERVICE DELI - Turkey												
Category 1												
Processor Brand	3,963	8.24	4,377	8.03	4,090	7.82	6.98 - 12.99	2,130	8.51	6.99 - 8.99	309	7.14
Private Brand	1,797	7.88	2,817	8.04	1,110	8.03	6.98 - 8.99	1,356	7.71	6.99 - 8.99	48	7.59
Category 2												
Processor Brand	1,570	6.15	3,823	5.87	4,240	5.96	4.99 - 6.99	433	6.48	4.99 - 6.88	89	5.67
Private Brand	2,021	6.56	1,843	6.91	3,870	6.63	4.99 - 6.99	589	5.97	4.99 - 6.99	162	6.45
Category 3												
Processor Brand	990	3.98	1,033	3.92	1,420	3.97	2.99 - 4.99	441	3.87	3.99	21	3.99
Private Brand	126	5.00			1,160	4.99	5.00	84	5.00	5.00	42	5.00
Turkey Ham												
Processor Brand	304	3.78	285	3.47	370	3.72	3.69 - 4.99	87	4.02	4.99	2	4.99
Turkey Pastrami												
Processor Brand	148	4.92	218	5.88	390	4.29	3.99 - 4.99	143	4.95			
SERVICE DELI - Chicken												
Category 1												
Processor Brand	3,437	7.86	1,841	8.22	4,350	7.90	5.99 - 10.99	1,445	8.63	5.99 - 8.99	452	8.77
Private Brand	668	7.62	150	7.08	2,800	7.47	5.98 - 7.99	388	7.37	7.99	4	7.99
Category 2												
Processor Brand	555	5.84	371	5.87	40	4.99	4.99 - 5.99	229	5.96			
Private Brand	487	5.97	6	5.99	1,460	5.23	5.99	104	5.99	4.99 - 5.99	26	5.64
SELF-SERVICE DELI												
(dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	7,768	3.62	5,670	3.52	12,650	3.11	2.50 - 3.99	2,068	3.63	2.50 - 3.99	1,795	3.62
Private Brand	1,594	3.09	1,361	3.35	1,160	2.82	3.00 - 3.33	182	3.30	2.79 - 3.33	214	2.81
Turkey 16 oz												
Processor Brand	1,646	5.20	301	5.50	3,530	4.30	4.49 - 6.49	206	5.34	3.99 - 5.99	96	5.19
Private Brand			322	4.92								
Chicken 7-10 oz												
Processor Brand	6,743	3.61	5,438	3.53	12,320	3.12	2.50 - 3.99	1,607	3.67	2.99 - 3.99	1,512	3.66
Private Brand	1,594	3.09	1,361	3.35	980	2.96	3.00 - 3.33	182	3.30	2.79 - 3.33	214	2.81

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Seed Market News - (515) 284-4460 <http://www.ams.usda.gov/LPSMarketNewsPage>

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Fri. Jun 05, 2015

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	MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)			SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)			SOUTHWEST U.S. (CA,HI,NV)			NORTHWEST U.S. (AK,ID,MT,OR,WA,WY)		
Feature Rate ^{1/}	52.0% of 6,100 sampled outlets			43.6% of 4,900 sampled outlets			57.6% of 3,800 sampled outlets			64.4% of 1,300 sampled outlets		
Activity Index 2/	Activity Index = 7,269			Activity Index = 4,797			Activity Index = 4,289			Activity Index = 2,091		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
SERVICE DELI - Turkey												
Category 1												
Processor Brand	5.99 - 10.98	518 7.78		6.99 - 10.49	234 7.46		7.99 - 13.99	489 8.35		7.99 - 8.99	249 8.83	
Private Brand	7.98 - 9.49	38 8.07		6.99 - 9.49	184 8.40		8.49	90 8.49		8.49 - 8.99	81 8.90	
Category 2												
Processor Brand	4.99 - 6.99	819 6.13		4.99 - 5.99	215 5.79					5.99	14 5.99	
Private Brand	4.99 - 6.99	759 6.45		6.49 - 7.49	256 7.11		7.49 - 7.99	121 7.99		7.49	123 7.49	
Category 3												
Processor Brand	2.99 - 4.99	356 4.08		3.79	16 3.79		3.97 - 4.99	134 4.18		2.98 - 3.48	22 3.39	
Private Brand												
Turkey Ham												
Processor Brand	4.49	8 4.49		3.99	4 3.99		2.49 - 3.99	203 3.63				
Private Brand												
Turkey Pastrami												
Processor Brand	3.99	5 3.99										
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	5.99 - 8.99	583 7.08		5.99 - 8.99	397 7.58		5.99 - 11.99	560 6.13				
Private Brand	6.99 - 8.49	253 7.93		8.49	23 8.49							
Category 2												
Processor Brand	3.99 - 5.99	234 5.67		5.99	74 5.99					5.99	18 5.99	
Private Brand	5.99 - 6.00	334 5.99		5.99	23 5.99							
SELF-SERVICE DELI												
(dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	2.50 - 4.49	1,115 3.39		2.29 - 4.49	1,289 3.61		3.00 - 4.49	827 3.99		2.99 - 4.49	561 3.48	
Private Brand	2.79 - 3.33	113 2.99		2.57 - 2.79	386 2.77		2.79 - 3.99	451 3.43		2.79 - 3.59	231 3.05	
Turkey 16 oz												
Processor Brand	4.88 - 5.49	913 5.16		4.99 - 5.49	53 5.45		4.50 - 5.99	378 5.20				
Private Brand												
Chicken 7-10 oz												
Processor Brand	2.50 - 4.49	1,108 3.40		2.29 - 4.49	1,257 3.63		3.00 - 4.49	585 3.78		2.99 - 4.49	561 3.48	
Private Brand	2.79 - 3.33	113 2.99		2.57 - 2.79	386 2.77		2.79 - 3.99	451 3.43		2.79 - 3.59	231 3.05	

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Seed Market News - (515) 284-4460 <http://www.ams.usda.gov/LPSMarketNewsPage>



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	ALASKA (AK)			HAWAII (HI)				
Feature Rate ^{1/}	40.9% of 100 sampled outlets			81.4% of 100 sampled outlets				
Activity Index ^{2/}	Activity Index = 87			Activity Index = 218				
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg			
SERVICE DELI - Turkey								
Category 1								
Processor Brand				7.49	34 7.49			
Private Brand								
Category 2								
Processor Brand								
Private Brand	8.49	11 8.49						
Category 3								
Processor Brand								
Private Brand								
Turkey Ham								
Processor Brand								
Private Brand								
Turkey Pastrami								
Processor Brand								
Private Brand								
SERVICE DELI - Chicken								
Category 1								
Processor Brand								
Private Brand								
Category 2								
Processor Brand								
Private Brand								
SELF-SERVICE DELI (dollars per tub or pouch)								
Turkey 7-10 oz								
Processor Brand	4.00	21 4.00		3.00 - 4.99	92 4.00			
Private Brand	3.49 - 3.79	17 3.58						
Turkey 16 oz								
Processor Brand								
Private Brand								
Chicken 7-10 oz								
Processor Brand	4.00	21 4.00		3.00 - 4.99	92 4.00			
Private Brand	3.49 - 3.79	17 3.58						

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)